PRELIMINARY 1993 BRISTOL PROFITABILITY

ASSUMPTIONS	SCENARIO #1 5.32 CURRENT PVT LBL PRICE	SCENARIO #2 6.32 CURRENT RALEIGH EXTRA	SCENARIO #3 PROJECTED BRANDED DISCOUNT PRICE (W/2 PRICE INCREASES)	SCENARIO #4 PROJECTED BRANDED DISCOUNT PRICE (W/2 {PRICE INCREASES) (8 SEC.)
WT. AV. LIST PRICE PER 1000(*)	$27.35	$32.35	$ 53.40	$53.40
DISCOUNT (3.25%)	$ 0.89	$ 1.05	$ 1.74	$ 1.74
NET PRICE	$26.46	$31.30	$ 51.66	$51.66
STD VBL COST + SHIPPING (INCLUDES $12 FET)	$19.07	$19.07	$ 19.07	$19.07
MARGINAL CONTRIBUTION PER/M	$ 7.39	$12.23	$ 32.60	$32.60
MARGINAL CONTRIBUTION $	$ 56.90	$84.39	$120.62	$117.03
DIRECT MARKETING	20.0	27.3	58.7	54.0
COUPONING	0	*10.4	**42.5	**41.2
OTHER	9.5	7.5	11.2	7.9
RETAIL SUPPORT	10.5	9.4	5.0	4.9
NET CONTRIBUTION	$36.9	$57.1	$ 69.9	$63.0
UNIT VOLUME	7,700	6,900	3,700	3,590
ESTIMATED SHARE	1.6%	1.4%	0.8%	0.7%

* ASSUMES 30% @ $1.00
** ASSUMES 65% @ $3.53

(Note: contribution based on 40% kg's 60% 100's)

Source: https://www.industrydocuments.ucsf.edu/docs/nfgn0004